ALVARIA

Alvaria Cloud™ Hosting

Alvaria's global cloud is the largest hosted multichannel communications platform in the world, spanning data centers in North America, Europe and Asia. We have developed deep expertise in the delivery of massive, carrier-grade architectures and best practices that help our customers transform their customer experience, lower costs and innovate in ways they never thought possible.

Our patented architecture, based on over ten years of cloud innovation, not only delivers proven performance and scalability, but also provides customers a single global platform with a virtualized view of their multi-site and multi-tenant solutions. Our hosting facilities interconnect with global carriers to transport calls to and from any country in the world.

Today, our cloud architecture serves thousands of direct customers ranging from the smallest start-up to the Fortune 500, with broad applications across groups and vertical market solutions including healthcare, financial services, entertainment, government, retail, education, shipping and logistics, messaging, outbound notification, and HR services. Many of our customers are service providers that have built their businesses on our cloud, leveraging our carrier-grade reliability and scalability while maintaining real-time control over their applications, business logic and data. When deploying in our cloud, you benefit from proven technology and best practices that have been perfected over more than a decade of managing a high-availability cloud solution for some of the world's largest enterprises and service providers.

Alvaria's Patented Cloud Architecture Features:

- *n+k*, modular, tiered architecture
- Native-host high performance SIP telephony
- Pre-deployed redundant capacity
- Redundant power
- Abundant cooling
- Failover component deployment and call routing both within and across our geographically separate hosting facilities

Our Cloud Architecture: Built For Scalability and Reliability

Every tier in our cloud-hosting platform supports an n+k architecture utilizing multiple call gateways and servers. At any time, we can increase core platform capacity simply by adding gateway and server components to the existing system. Call routing at each tier can seamlessly detect failures and follow multiple call paths, and there is no single point of failure in any tier of any hosting facility.
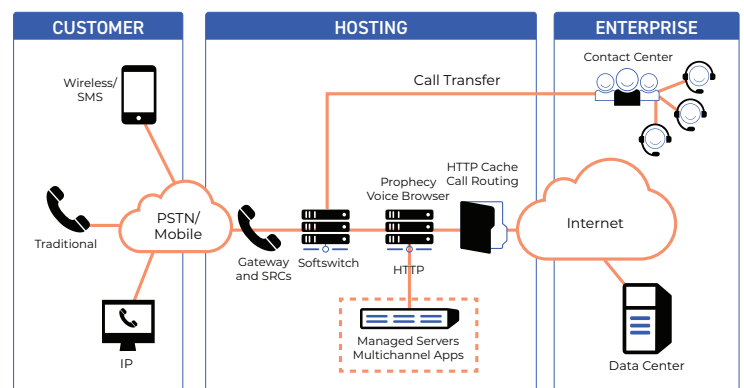
Our softswitch routes, tracks and load-balances all calls into and out of our hosting infrastructure. The softswitch is built on our high performance CCXML engine and ENUM, a standard for telephone or SIP call routing based on Domain Name Services (DNS), the same standard used to accurately route billions of web requests every day. For example, our unique approach of using DNS to underpin routing means our voice hosting architecture is able to scale to 150,000 call routing transactions per second.

Our server and call gateway components are interconnected via standard Ethernet and IP links. When our routing and switching technology is

combined with our softswitch, this technology can route and switch over one million concurrent VoIP calls (72 million packets per second) with Voice Quality of Service (QOS) enabled. The platform supports 100mbit, 1gbit, and 10gbit Ethernet links, providing our cloud and its customers ample room for platform expansion.

Because our data centers were built with awareness of the massive growth potential of the cloud, we carefully considered the power requirements and heat output of those components to ensure our infrastructure was ready to provide the capacity our customers would require. In response, we have deployed an overabundance of data-grade cooling and power infrastructure to accommodate future growth. Our Orlando hosting facility, for example, has 200 tons of cooling and a 10,000 amp-capacity power plant.

Telecommunications Reliability

Unlike many of our competitors, for voice traffic, Alvaria is its own certified toll-free RespOrg (a FCC designation short for "responsible organization", for a provider that is capable of distributing calls across multiple carriers), with direct, instant access to the shared toll-free routing database. In the event that hosting facility failover is needed, we are able to quickly re-route calls to our other hosting facilities. In the event of a regional LD carrier outage, we are able to quickly re-route calls via other LD carriers with whom we have pre-existing relationships.

Security

Protecting customer data is paramount to running a successful hosting operation. The Voxeo hosted platform was designed from the beginning to support the deployment of applications that contain sensitive data and to allow the management of the platform without compromising access to this data.

The Alvaria Cloud™ supports SSL encrypted IP sessions, encrypted call initiation, and RADIUS authentication. Alvaria Hosting customers typically maintain customer data on their own premise. For customers transmitting sensitive data, customers can choose to protect transmissions through site-to-site IPSEC VPNs. For customers who want to protect transient data, customers have the option to have dedicated, encrypted IPSEC data streams.

Additionally, the Alvaria platform includes a large number of features, such as encrypted call recording and secure input modes, designed to allow full control over access to sensitive data.

Hosted and Hybrid Deployments

Alvaria's global cloud is the ideal fit for deploying contact center and self-service applications quickly and easily. Pure cloud hosting gives you the advantages of our massively scalable, high-availability global data centers, backed by our world-class uptime service-level agreement. You benefit from the economies of scale generated by the thousands of applications securely deployed in our cloud, and the ability to allocate and use resources on-demand, ensuring you pay only for the capacity you use.

For some businesses, existing infrastructure or other business cases necessitate on-premise architecture. The Alvaria Cloud can offer these businesses the "best of both worlds" with a hybrid cloud deployment. When you run one of our applications in your private cloud, those applications can run in our hosted cloud without modifications, so failover is seamless. This flexibility helps you eliminate the expense of over-provisioning for peak traffic, achieve cost-effective disaster recovery measures, and determine the ideal deployment option on an application-by-application basis.

Application Development

Our professional services team consists of hundreds of professionals with deep expertise in our technology and best-in-class business processes, to ensure you get the most out of your new cloud-based solution. From implementation and optimization to performance improvement and interaction enablement, our team works side-by-side with yours as a true partner during deployment and beyond – creating a customized plan based on best practices that aligns to your business needs and results in increased productivity, cost savings and other improvements in your key performance indicators.

If you already have in-house contact center technical expertise, many of our products such as our Alvaria Prophecy™ IVR and Alvaria CXP™ multichannel self service suite offer a developer-friendly free trial that makes it easy to get started building and testing

applications. For more advanced developers, our ecosystem of APIs and SDKs make it easy to build simple or complex applications, such as proactive two-way notifications, mobile workforce management supported by location intelligence and voice biometrics, contextual connections between mobile self-service apps and your contact center, and much more – all in our cloud.

Customer Care

Our customer care teams are aligned to support your needs, exceed your expectations, and rapidly mobilize to apply the experience gained from working with thousands of customers, partners and developers.

In addition to around-the-clock network monitoring for all of our data centers, our support team is available 24 hours a day, 7 days a week, 365 days a year via our online ticketing system, phone and chat. Hands-on developers additionally benefit from our extensive online documentation when building applications using our APIs and platforms.

Conclusion

Our cloud reliably processes millions of customer interactions each week for leading service providers and enterprises in a range of verticals.

Our history of making it easy to deploy communications applications from the cloud goes back over a decade, and with innovative self-service and contact center solutions for customer engagement, we continue to invest in making tools, resources, and services available to remove the complexity from creating and deploying great communications applications. Customers deploying in our cloud enjoy a reduction in labor costs in terms of application management and monitoring, administration and upgrades, a reduction in infrastructure costs of equipment depreciation and maintenance as well as energy and cooling, a reduction in bandwidth consumption and costs by paying only for utilized capacity, lower overhead costs in terms of data center real estate leasing, insurance and management, minimized downtime related costs due to our uptime SLA.

To learn more, go to **www.alvaria.com**.

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